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Mayfair's Palm Beach Casino goes live with Evolution Dual Play Roulette table

Evolution Gaming, leading provider of Live Casino solutions, has gone live with another Dual Play Roulette convergence table for Genting Casinos, this time at the company's Palm Beach Casino in London's Mayfair.

Established in the heart of Mayfair for over 50 years, The Palm Beach Casino has recently undergone a complete refurbishment and refresh. The Evolution Dual Play table is part of the venue's new look, which also includes a brand new à la carte restaurant and a new café bar.

Named "Roulette Live Mayfair", the Evolution Dual Play Roulette table will allow this exclusive casino's clientele to "play your way from the heart of Mayfair to the palm of your hand". In other words, players can play at the Dual Play table while on-premise at the actual table, or at the same table remotely on smartphone and tablet at times when they are not able to visit The Palm Beach.

A number of player events are planned to mark the launch of both the new-look venue and the Roulette Live Mayfair on-premise to off-premise service.

Rob Hoddinott, Director of Gaming Product at Genting UK, said: "This is our third Evolution Dual Play table installation across our UK casino estate. Players at Genting Manchester and Resorts World Birmingham love the idea of being able to play at a favourite on-premise table even when they are unable to be at the table in person. We are equally confident that our discerning clientele at The Palm Beach will take the dual-play convenience of Roulette Live Mayfair to their hearts."

James Stern, Evolution's Director of Business Development & Land-based Sales, added: "We are delighted, once again, to be extending our services to Genting UK. Properly implemented, convergence solutions such as Evolution's Dual Play tables are a vital part of a top casino's service to its players and an excellent way to build brand loyalty. Not only that, but Dual Play is also a perfect online marketing tool for communicating the unique attraction of the land-based venue and encouraging new players to visit."

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